

April 16, 2004

Case No.: AUS920010190US1 (9000/33)

Serial No.: 09/821,134

Filed: March 29, 2001

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SPECIFICATION AMENDMENTS:

Please amend the paragraph beginning at page 3, line 9 as follows:

A1 "In a second aspect of the present invention system, the computer is operable to control a transmission of an advertisement to the mobile station. The computer also includes means for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station."

Please amend the paragraph beginning at page 14, line 1 as follows:

A2 "Those having ordinary skill in the art will appreciate that base station 60 is operational over a distinct service area, and a corresponding listing of base station 60 with mobile phone 50 within database 40 indicates mobile phone 50 is located within the service area of base station 60. Mobile phone 50 can be located within a service area of a different base station (not shown), and thus, any corresponding listing of a different base station with mobile phone 50 within database 40 indicates mobile phone 50 is either located within the service area of that particular base station. Additionally, mobile phone 50 can be located within the service area of base station 60 while being situated within a handoff zone between base station 60 and another base station. As such, any listing of base station 60 and a second base station with mobile phone 50 within database 40 indicates a potential handoff between base station 60 and the second base station. The ~~information~~ information related to any potential handoff from base station 60 to the second base station can be utilized when selecting advertisements to transmit to mobile phone 50 as will be further described herein in connection with FIG. 7."

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Please amend the paragraph beginning at page 14, line 21 as follows:

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"Referring additionally to FIG. 7, during a stage S142 of routine 140, module 82 filters advertiser profiles from database 42 having a similar location as mobile phone 50. In one embodiment, module 82 determines the location of mobile phone 50 as being within the service area of base station 60 by reading the corresponding data row of database 40. Module 82 then sorts through the data rows of database 42 to compile a listing of each advertiser within the service area of the base station 60 ~~or~~ and/or the service area of any potential handoff base station."

Please amend the Abstract as attached hereto.